**Rubric for Case Memos (150 points)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Needs Considerable Improvement (7.5)** | **Meets Expectations (15)** | **Good (22.5)** | **Excellent (30)** |  |  |
| Clarity of Structure and Communication (30) |  |  |  |  |  |  |
| Creativity in Problem Identification and Solutions (30) |  |  |  |  |  |  |
| Quality of Analysis (30) |  |  |  |  |  |  |
| Feasibility of Solutions (30) |  |  |  |  |  |  |
| Application of Concepts and Frameworks (30) |  |  |  |  |  |  |
|  |  |  |  |  |  | **Total (out of 150)** |